

The Impact of The Film *Ada Apa Dengan Cinta 2* on Culinary Tourism in The Province of Yogyakarta

Satrio Rustam Hidayah
Department of Geography, FMIPA
University of Indonesia
 Depok, Indonesia
 satriorustamh@gmail.com

Hafid Setiadi
Department of Geography, FMIPA
University of Indonesia
 Depok, Indonesia
 hafid.setiadi@ui.ac.id

Abstract—Film-induced tourism is a relatively new phenomenon in the tourism industry whereby a film can affect an individual's traveling tendencies and destination preferences. The film *Ada Apa Dengan Cinta 2* mostly takes place in Yogyakarta and the varied places shown in the film have been attracting tourists, including culinary tourism. There are three places in Yogyakarta that were shown on the film related to culinary tourism: *Klinik Kopi*, *Sellie Coffee*, and *Sate Klathak Pak Bari*. The purpose of this research is to learn how the film *Ada Apa Dengan Cinta 2* affected the pull and push factors of visitors to visit the culinary attractions specific to the film. To achieve this purpose, data triangulation was used to see the validity of the data obtained, whether from the film or from in-depth interviews with both regular and key informants. The results of this research show that the intrinsic elements of the film had an impact on tourism in the region in which the film was set. The intrinsic elements of the film (i.e., character, dialog, and setting) gave the audience some sense and impression of the attractions of the region that sparked a desire to visit it. The experience that audience members felt when seeing the attractions and the ambience represented in the film created a desire to feel like they could be inside the film by visiting the specific attractions.

Keywords—*film-induced tourism, push and pull factor on tourism, the intrinsic elements of the film, culinary tourism, Ada Apa Dengan Cinta 2 Film*

I. INTRODUCTION

A function of film is to serve as a source of knowledge that provides information about events and conditions of people from various parts of the world (McQuail, 1987). In other words, a film can be a promotional tool that can connect audiences with the experience displayed through moving images. The film *Ada Apa Dengan Cinta 2* (AADC2), starring Dian Sastro and Nicholas Saputra, uses Yogyakarta as a setting and will be primarily discussed in this paper. In 2016, the film managed to attract considerable public attention given its ticket sales of 3.6 million (Indonesian Film Company Association). Thus, films like AADC2 can be used to promote tourist attractions and increase the number of tourists who visit a location primarily because they see it on a film (Hudson, et al. 2010). This phenomenon is commonly referred to as film-induced tourism.

Film-induced tourism is a relatively new phenomenon in the tourism industry where tourists are motivated to visit a place because of a film. Film-induced tourism is a tourism niche: a post-modern experience of a place that has been depicted in some form of media presentation which is highly

personalized and unique to each individual based on their own interpretation and consumption of media images (Macionis, 2004).

Film-induced tourism can be framed by the push and pull factor theory of motivation proposed by Dann (1977), where pull factors are those which attract a tourist to a given destination (e.g., sunshine, beach, sea), and push factors are the ones predisposing the tourist to travel (e.g., nostalgia, fantasy, romance, self-actualization). Macionis (2004) further developed the pull factor into the concept of 3Ps: Place (location, landscape, and scenery), Personality (actors, characters, and celebrities), and Performance (plots, themes, and genres). On the other hand, push factors are considered more internal as they depict the personal reasons and attractions of the tourists themselves which motivates them to see the places in the film directly.

Thus, the intrinsic element of film (i.e., dialog, characters, and settings) can influence tourists' motivation in determining their travel destinations. This caused an increase in the number of tourists to locations pictured in the film AADC2 and an increase in sales volume at tourist sites. For example, there was a significant increase in the restaurant sector in the area, which saw an increase of 628 restaurants in 2016. (See Table 1).

II. METHOD

The aim of this research is to investigate the changes in the volume of sales that occurred at tourist sites related to the AADC2 film. The unit of analysis of this study was the tourist locations with culinary tourism attractions. The quantity of visits at each culinary tourism location in two different periods was compared as part of the study: the period before and after the film aired (from 2015 onward). All the locations were chosen specifically from the data in the AADC2 film.

This paper will also analyze the film according to its narrative elements, such as dialog, characters, and settings, as well as specific tourist and economic variables. Regarding the tourist variables this includes the level of visits and the pattern of tourist space (i.e., the form of selecting tourist seats at tourist sites). Regarding the economic variables this includes sales prices and sales volumes. Thus, earlier narrative elements will be combined with visitation data to make it possible to see the economic impact in terms of price and sales volume at tourist sites. Based on these results, it will be possible to understand the influence of the AADC2 film on culinary tourism attractions better.

TABLE I. TOURISM SUPPORT FACILITIES

Description	Year						
	2015	2016	2017	2018	2019	2020	2021
Tour/Travel Business	305	381	397	417	513	676	839
Tourguides	685	455	584	635	536	1265	1248
Restaurants	49	56	59	60	66	279	961

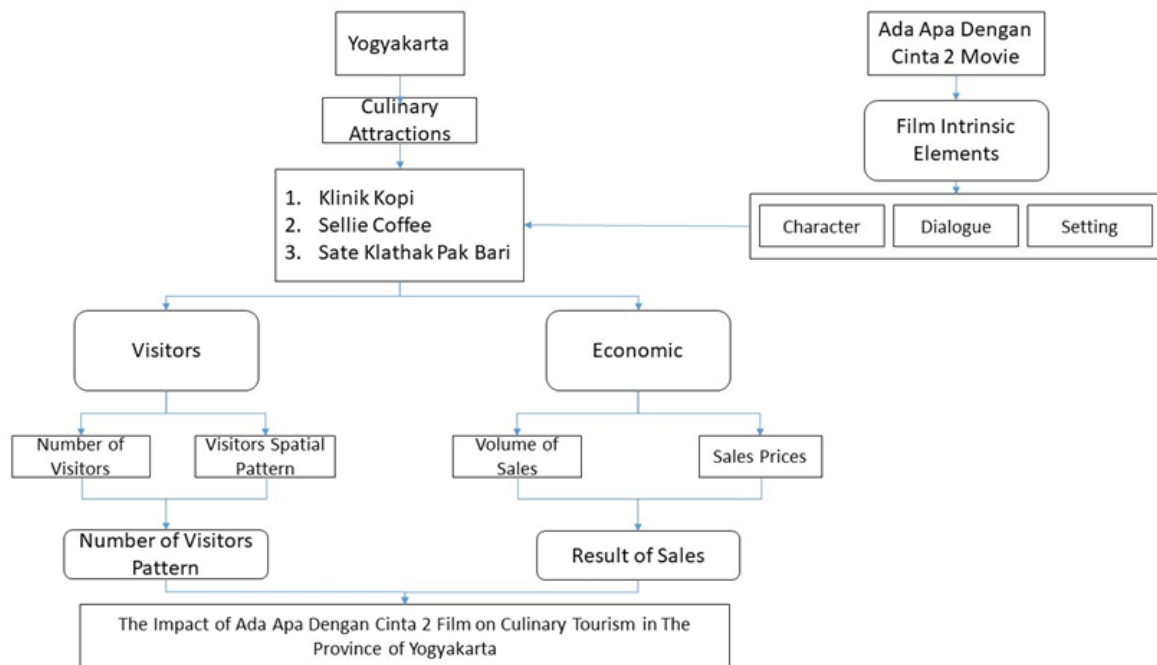


Fig. 1. Mind Map

Therefore, the variables used in this study are:

- Narrative film elements
- Visitation
- Economy

Figure 1 presents a mind map to facilitate this flow of thought.

A. Research Steps

The first step of this research was a study of related literature studies, including film-based literature, geography, and tourism. Additionally, it included identifying the research locations: Klinik Kopi, Sellie Coffee, and Sate Klathak Pak Bari. Then, the criteria of the informants to be interviewed were determined.

The second step included a data collection process by conducting surveys with informants who met the criteria directly at tourist sites. In addition to interviews, observations were made around tourist sites as well as field documentation.

The third step included data processing by writing the interviews with informants verbatim. Additionally, an interpretation of the results from the direct observation in the field was carried out. Finally, a triangulation of the data from

the observations, documentation, and results of the interviews was completed.

The fourth step included data analysis using descriptive analysis and spatial analysis. The analysis was based on the results of interviews, observations, documentation, maps, sketches, and related theories.

The fifth step included displaying the results in the form of a narrative element map and creating a sketch of the tourist spaces at each tourist location.

B. Data Collection

The data collected for this research included both primary and secondary data. Primary data is data from direct observations from the field. Secondary data aims to facilitate data processing which in turn can aid observation in the field. Primary data was collected through field survey methods by visiting Klinik Kopi, Sellie Coffee, and Sate Klathak Pak Bari.

The initial step taken for the primary data collection was field observation. According to Margono (2007), observation is done by systematically recording all impacts that are related to the objective of the research. Observations are made by filling out observation sheets to detail the activities that occur around tourist attractions.

In addition to conducting observations, other documentation was also taken into account. Documents can be in the form of writing, pictures, or monumental works from a person. In this study, the documentation was carried out by taking pictures of areas around tourist attractions and interviews with related informants.

To obtain informants, incidental sampling techniques were carried out, totaling four informants at each culinary tourism location. Incidental sampling is a chance-based sampling technique whereby anyone meeting the criteria who accidentally or incidentally meets with a researcher can be used as part of the sample (Sugiyono, 2012: 96). In this study, incidental sampling was used for tourists who were visiting culinary tourism locations. In-depth interviews were also necessary to support the data obtained from key informants. The informants interviewed were sources that were directly related to culinary attractions, that is, restaurant manager (owner), parking manager and visitors.

C. Data Processing

The steps taken in processing the data obtained in the present research were as follows:

- 1) Make a basic map of the location of the study.
- 2) Make a characteristic map of the culinary attractions.
- 3) Make a number of visitors' table and sales volume.
- 4) Graph the visit level and visit volume.
- 5) Make a map of the level of research site visits.
- 6) Make a map of the sales volume of the research location.
- 7) Sketch traveler space patterns.
- 8) Make a map of film influences on culinary tourism attractions.

D. Data Analysis

- 1) Conduct an analysis of the number of visitors at the chosen locations with descriptive statistical analysis, before and after the airing of the AADC2 film.
- 2) Explain the spatial pattern of tourists at culinary tourism locations based on the results of interviews with informants.
- 3) Explain the analysis of the distribution of tourist numbers based on an analysis of the results of the number of visitors and tourist spatial patterns based on spatial analysis.
- 4) Analyze the sales volume at each research location through spatial analysis and descriptive statistical analysis.
- 5) Analyze the sales prices based on the results of interviews both before and after the release of the AADC2 film.
- 6) Explain the analysis of sales results based on the results of the analysis of the sales volume and sales prices based on spatial analysis.
- 7) The steps were then triangulated. According to Mudjia Raharjo (2010) the triangulation method is done by comparing information or data in different ways, including interviews, observations, and surveys.

III. RESULTS AND DISCUSSION

A. Tourist Attraction Characteristics

Ada Apa Dengan Cinta 2 positively affected the attractions that were used in the film, especially its culinary attractions which included *Klinik Kopi*, *Sellie Coffee*, and *Sate Klathak Pak Bari*. The reason the authors chose these three locations is because they were all depicted for longer than three minutes in the film. In other words, the three locations are part of an important scene in the film itself and thus made the scene memorable to the audience.

1) Klinik Kopi

Klinik Kopi is located at Kaliurang Street KM. 7.5, Gang Madukoro, Sinduharjo Village, Ngaglik District, Sleman Regency, in the Yogyakarta Special Region. This location is north of Kaliurang Street to Gang Bima, and next to the post office of Blunyah Gede. In the film *Klinik Kopi* is depicted at night but in reality, it serves orders from 4 p.m. to 8 p.m. After stopping orders, visitors can still enjoy their coffee until 10pm. Figure 2 depicts the location of *Klinik Kopi*.

The map illustrates the detailed location of *Klinik Kopi*. Although it is located in a small alley, access to this location is fairly easy. *Klinik Kopi* is about 100 meters from Kaliurang Street which is an artery road, and around Kaliurang Street there are several supporting facilities such as an ATM and a supermarket. The entrance to Madukoro Street from the direction of Kaliurang Street is quite narrow and can only be passed by one car, but after 30 meters the road conditions are wider so that two intersecting cars can pass.

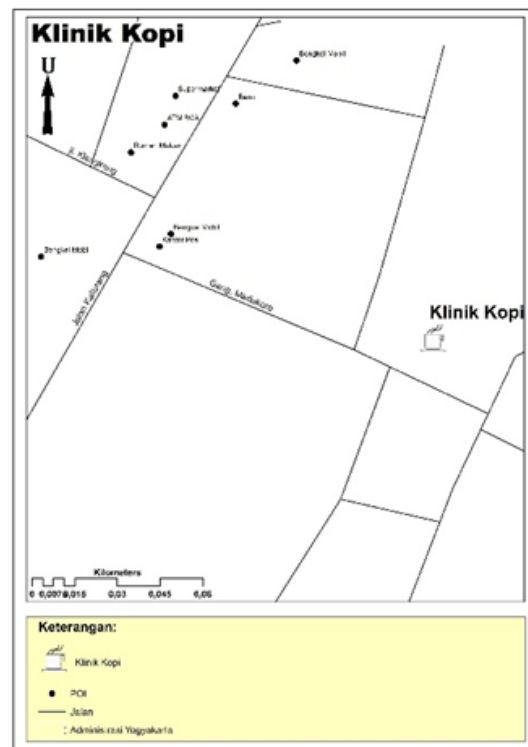


Fig. 2. Characteristics of *Klinik Kopi*



Fig. 5. Sellie Coffee's Parking Lot



Fig. 6. Characteristics of Sate Klathak Pak Bari



Fig. 7. Sate Klathak Pak Bari's parking lot

B. Visitation

According to interviews with the owners of the culinary attractions, an increase in the number of visitors occurred in all three locations. Interviews were also conducted with visitors to the attractions. Figure 8 describes the data collected from these interviews.

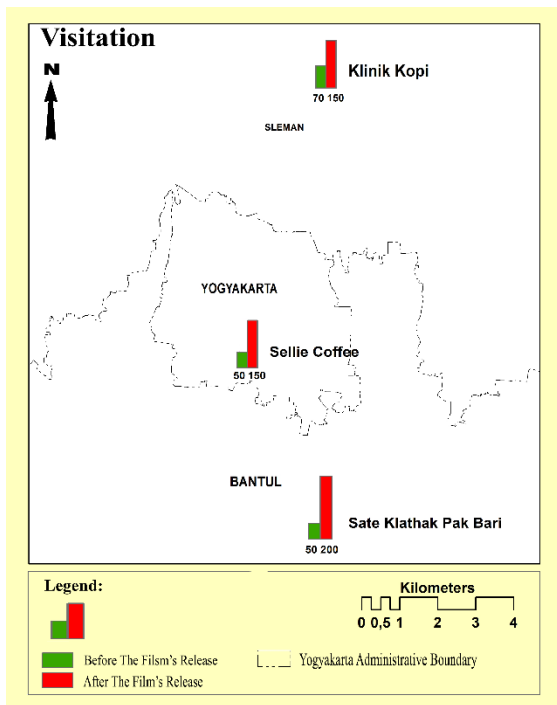


Fig. 8. Visitation

As Figure 8 shows, increases in the number of visitors were witnessed in all the attractions. In Klinik Kopi, the increase in the number of visitors went from 70 to 150 visitors per day. In Sellie Coffee, the visitors changed from 50 to 150 per day. The most significant increase occurred in Sate Klathak Pak Bari which changed from 50 to 200 per day. This is arguably due not only to the intrinsic elements of the film, but also to the great taste of foods served at Sate Klathak Pak Bari.

The increase in visitors at the three attractions triggered by AADC2 could be considered as push factors. Although place, personality, and performance are the parts of the film that influence people to visit attractions, it can also influence where people sit also.

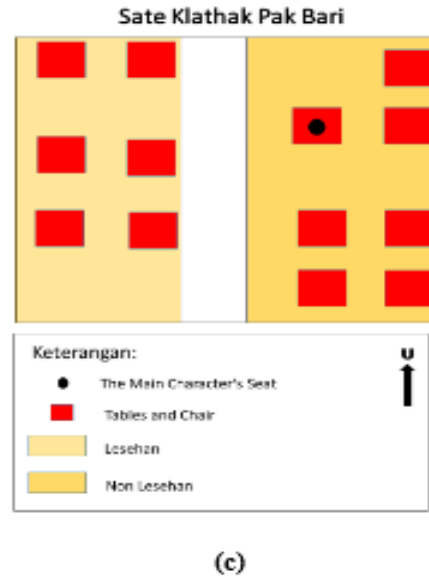
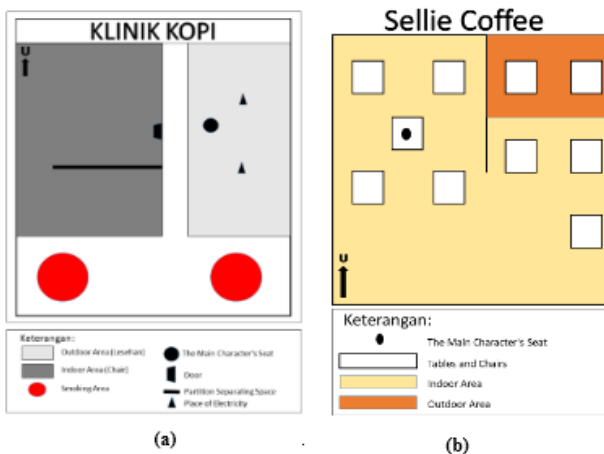


Fig. 9. Spatial Pattern of Seats Selection (a) Klinik Kopi, (b) Sellie Coffee, and (c) Sate Klathak Pak Bari

Klinik Kopi has a certain appeal that distinguishes it from the other attractions by the way it serves its coffee. In other words, in Klinik Kopi a customer consults the owner about their coffee in a similar way as they would go to a health clinic to consult their doctor. Because a certain coffee was mentioned in the film, visitors are interested to come and taste that specific coffee. Figure 9(a) shows a small black circle which is the seat taken by Rangga and Cinta (the main characters) in Klinik Kopi. However, visitors do not focus on the point or place used by the main characters in the film due to the difference between what is described in the film and the reality. The Klinik Kopi looks different between what is shown in the film and the actual location, the difference being that in the film they used additional accessories, including a small table. In Figure 9(a), the area that is described with a light gray box is an area that visitors look for to enjoy their coffee. In this area, visitors enjoy the atmosphere they have seen before in the AADC2 movie.

Visitors have different reasons and goals in choosing where to sit. Some visitors came to the attractions to seek what was shown in the film. This type of visitors were likely to choose the same menu that was ordered by the main characters of the film, and/or sit where the main characters sat. The reasons as to why are dictated by each individual's experience. In Figure 9(b) in Sellie Coffee, visitors tend to choose to sit where Rangga and Cinta sat in the film. This is due to the setting in the film which looks the same as the actual location, so the visitors find it easy to spot Rangga and Cinta's seat (that place is shown as a box with a dot on it). Sometimes the spot is left empty by the visitors because they want to capture their moment in that place.

In Sate Klathak Pak Bari, most of the visitors want to experience a similar situation as was depicted on the AADC2 film, such as the scents of the food they order that is visibly being cooked in front of them. In Sate Klathak Pak Bari visitors tend to sit where the seats are available because it is always crowded. There are differences between how Sate Klathak Pak Bari was shown in AADC2 and the actual

location which is slightly dirtier. However, this does not stop visitors from coming because *Sate Klathak Pak Bari* offers a great taste of foods and the condition that was depicted in the film is very similar to the actual condition.

C. Economic Impact

Demand is the amount of goods requested in a particular market with a certain price level at a certain income level and within a certain period (Sukirno, 2005). The increase in visitors in *Klinik Kopi*, *Sellie Coffee*, and *Sate Klathak Pak Bari* caused an increase in the volume of sales (based on the sales of menus ordered by the main characters of AADC2).

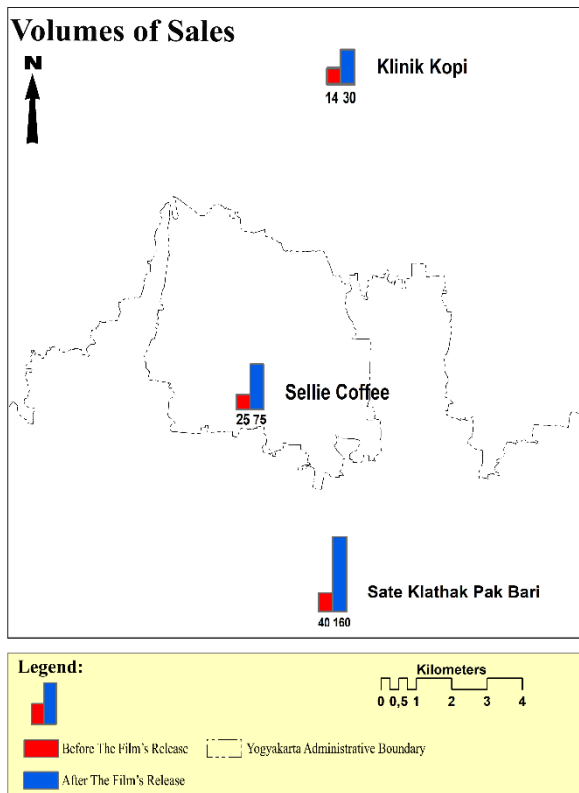


Fig. 10. Volumes of Sales

As is possible to see from the volume of sales increase in Figure 10, there was a significant increase in *Sate Klathak Pak Bari*, where sales jumped from 40 to 160 portions per day after the screening (a total increase of 120 portions per day). In *Klinik Kopi*, sales jumped from 14 to 30 cups of kopi Bu Nur sold per day (a total increase of 16 cups per day). In *Sellie Coffee*, sales of Gayo coffee jumped from 25 to 75 cups per day (a total increase of 50 cups per day).

D. The Impact of *Ada Apa Dengan Cinta 2* Film on Culinary Tourism in The Province of Yogyakarta

AADC2 has helped make the attractions shown in its film a lot more popular than before. The 3P (place, personality, and performance) concept can be used to analyze the impacts of the film to the attractions. Place means a description in the film that constructs an identity or positive image of a place. This identity gives a positive meaning to people who watch the film and makes them understand the space in the film and reality. Performance is a scene or a dialog in the film that makes people who watch it have emotions correlating to the scene or the dialog. Personality is how people who have

watched the film want to be a part of the film by imitating what the figures in AADC2 do.

These three concepts are the pull factors influencing film-induced tourism. There are also push factors specific to each individual to choose where to visit. For the visitors, the push and pull factors are related to each other in choosing attractions. Below is the map of how AADC2 has affected the culinary attractions.

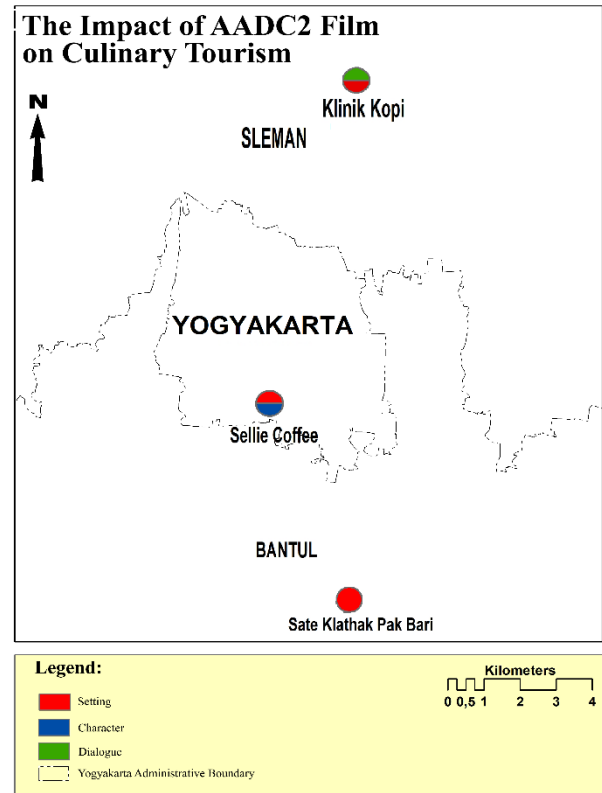


Fig. 11. The Impact of *Ada Apa Dengan Cinta 2* Film on Culinary Tourism in the Province of Yogyakarta

Of all the 3P concepts, place was considered the most important in the research findings as it was the visualization of what was shown in AADC2 and helped visitors choose which attraction to visit. In the case of *Klinik Kopi* and *Sellie Coffee*, there were other elements that mattered: the dialog in *Klinik Kopi*, and the character in *Sellie Coffee* were also found to attract visitors. However, setting still remains the most powerful element. This is proven by the significant increase of visitors and volume of sales at *Sate Klathak Pak Bari*, even though in AADC2 there was no dialog or scene made in *Sate Klathak Pak Bari* that could possibly attract people to come. Even though *Sate Klathak Pak Bari* solely has the setting element, its significance was still the largest in the study.

IV. CONCLUSION

The popularity of the *Ada Apa Dengan Cinta 2* film influenced people who watched it to visit the attractions shown in the film. *Klinik Kopi*, *Sellie Coffee*, and *Sate Klathak Pak Bari* were used as backgrounds in the film, and in turn these culinary attractions saw an increase in the number of visitors.

Even though *Sate Klathak Pak Bari* only has one element in the 3P concept, namely place, the location had the highest increase in the number of visitors compared to the other two attractions. That being said, the place element was found to be the most significant element compared to performance and personality. Because the place element can implant memories into the heads of the audience, it can create the experience that the audience is part of the film when they share the place. Thus, the depiction of an attraction in a film can create a new identity for a place.

REFERENCES

- [1] Dann, G. M. S. (1977). Anomie, ego-enhancement in tourism. *Annals of Tourism Research*, 4(4),184-194.
- [2] Indonesian Central Statistical Agency. (2017). Provinsi D.I. Yogyakarta Dalam Angka. (*Indonesian*).
- [3] Indonesian Film Company Association . (2017). 15 Film Indonesia Peringkat Teratas dalam Perolehan Jumlah Penonton pada Tahun 2016 Berdasarkan Tahun Edar Film. (Indonesian).
- [4] Macionis, N. (2004). Understanding the Film-Induced Tourist. In Proceedings of the International Tourism and Media Conference, Tourism Research Unit, Monash University, Melbourne, Australia, 24-26 November 2004, ed. W. Frost, W. C. Croy and S. Beeton, 86-97. Melbourne: Tourism Research Unit, Monash University.
- [5] Margono. 2007. *Metodologi Penelitian Pendidikan*. Jakarta: Rineka Cipta.
- [6] McQuail. 1987. *Mass communication theory*. Jakarta: Erlangga.
- [7] Rahardjo, M. (2010). Triangulasi dalam Penelitian Kualitatif. Jakarta: UIN Malang.
- [8] Sugiyono. (2010). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung:Alfabeta.
- [9] Sukirno. (2005). Mikro Ekonomi: Teori Pengantar. Jakarta: Rajagrafindo Persada.
- [10] Sutopo. (2006). *Metodologi Penelitian Kualitatif*. Surakarta: UNS.